

Request for Qualifications – Traffic and Parking Study

The Town of Sunset Beach is accepting statements of qualifications from qualified professional consultants and firms for providing a study of parking and traffic on the Town's barrier island. The submitting firms shall have experience and knowledge in the fields of beach parking analysis, traffic and pedestrian circulation, and directional signage.

Background

The Town has a permanent population of approximately 3,600 (combined mainland and island), and during the "season" the seasonal population becomes approximately 12,000- 15,000. The island is roughly three miles long within the Town limits (some of the island is un-inhabited and is outside the corporate limits and some of it is in South Carolina). Currently, there is one free public parking lot adjacent to the beach strand (the Gazebo Lot), one free public lot on Sunset Boulevard across Main Street at a farther distance from the strand, and four private parking lots adjacent to the Gazebo Lot and near or fronting on Main Street. The Town's Land Use Plan Update is a useful study of current and future projected conditions in regard to traffic and parking and can be accessed on the Town's website.

Objectives

The Town's objectives for this study include:

To evaluate vehicular and pedestrian ~~analyze~~ traffic circulation and parking and identify problem areas;

To analyze pedestrian activity, and evaluate the need for sidewalks, ~~and~~ crosswalks, and accessibility to public facilities and businesses, ~~and to identify problem areas~~;

To evaluate current ~~review~~ directional and parking signage ~~for public facilities~~;

To seek input from the Town Council and the community at large, through public hearings and other means in order to understand the issues; ~~the selected firm will conduct a public hearing or use a similar format to gather public input~~; and,

To summarize the findings and offer suggestions for improvement.

Scope of Work

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The selected firm shall produce a parking analysis report that assesses the current and projected parking demands and needs of the island's visitors, and residents, and that provides recommendations for balancing the need for public parking with the need for public safety and the preservation of the qualities of life on Sunset Beach that attract residents and visitors in the first place. The goal should be to ensure that access to the island is maintained without overwhelming the capacity of the island to absorb such traffic, and to protect the rights of the property owners of both the mainland and the island who play host to the beach goers if deemed necessary identifies sites for new public surface parking which would best respond to those needs. Specific components of the study necessary to complete a comprehensive analysis may include, but shall not be limited to:

- Conduct an assessment covering the location, design, and quantity of current on and off-street parking; operating characteristics of and restrictions on existing public and private parking areas; and occupancy/turnover patterns.
- Evaluate pedestrian traffic patterns and walking distances.
- Review existing wayfinding system and cross-access patterns.
- Evaluate special use parking needs (commercial deliveries and handicapped accessibility).

~~- Determine existing perceptions and concerns regarding beach parking.~~

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- Identify peak parking demands and periods of lowest demand.
- Determine practical capacity.

~~- Identify current public parking shortfalls, if any, as well as safety issues.~~

~~- Evaluate the pros and cons of vertical/diagonal vs. parallel parking on street right of ways to prevent unloading/loading of vehicles in the street and to provide pedestrians with safe off-street passage where there are no sidewalks.~~

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- Project future parking demand based on an analysis of town-wide, and area, future development.
- Assess the need, or not, for additional parking in the study area based on future parking demand balanced by the needs of the island rental community, residents, and carrying capacity of the island.
- Identify and evaluate potential sites for new surface parking lots and provide recommended design configurations and space counts.
- Consider mainland parking and shuttle service options.
- Develop strategies for improved day-tripper parking as well as resident parking including the large rental property visitors.
- Provide recommendations on the number of parking spaces needed now and in the future.
- Evaluate traffic patterns on island streets.

~~- Determine if parking passes, paid parking or seasonal passes should be utilized.~~

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~~- Determine if a round-a-bout at Main Street and Sunset Blvd is feasible and useful.~~

~~- Determine whether any recommended parking solution fits in with the goal of not negatively impacting the fragile environment of a barrier island. Investigate economic and environmental impacts of any proposals [I'm not sure this is reasonable for a parking/traffic engineering study, at least the economic factors]~~

Firm shall complete other tasks deemed necessary for the accomplishment of a complete and comprehensive parking and traffic analysis report. Firm shall be expected to expand on the above-noted tasks where appropriate, and provide suggestions that may enhance the results or usefulness of the study. The final scope of the work will be subject to negotiations with the selected consultant and approval by the Town.

Consultant shall compile all data, analysis, findings and recommendations into a final parking and traffic analysis report to be presented to the staff and the Town Council. Consultant will be expected to attend at least one Town Council meeting to present the final report.

Statement of Qualifications and Proposal

The combined Statement of Qualifications and Proposal shall include the information outlined below:

Cover Letter

The cover letter is to be signed by an officer of the firm authorized to execute a contract with the Town.

Qualifications

Provide a summary of the consultant's qualifications, general information about the firm, location of office(s), years in business and experience in beach parking studies. Provide a brief description of projects which involved a similar scope of services.

Key Staff

Identify key staff and include a description of their abilities, qualifications and experience. Attach resumes of key staff to be assigned to this project.

Identify any portion of the scope of work that will be subcontracted. Include firm qualifications and key personnel, telephone numbers and contact person for all subcontractors.

Project Approach

Consultant shall describe its understanding of the project and the proposed technical and management approach. Consultant shall describe its approach to complete each of the items and identified deliverables. Also describe how it would expand on the scope of the work where appropriate to accomplish the overall objective of the project, and provide suggestions on how it might enhance the results or usefulness of the study. Include assumptions about the number of meetings needed with Town staff to complete the Scope of Work.

References

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Consultant shall provide a list of references for the firm and any subcontractors, including names, addresses and telephone numbers of recent clients, preferably other public agencies for which Consultant has done similar work. Include list of specific projects associated with each reference, date work was performed, cost and key personnel involved.

Schedule

Propose a timeline for completion of the study including start date, milestones and target completion date.

Rates

Provide the billing rates for each classification of proposed staff, including sub-consultants. Provide proposed overhead percentages.

Selection Process

Evaluation of submittals

The purpose of this evaluation is to determine whether the submitting company is qualified to successfully complete the work and has experience producing the type of analysis and report requested. Based on this evaluation, the Town will identify from one to five firms that are considered qualified. Proposals will be evaluated on various qualifications, including but not limited to:

- Experience of key personnel and staffing capabilities
- Understanding of scope of project
- Technical approach
- Experience and demonstrated competence on similar projects
- Experience in conducting public hearings/workshops
- History of working effectively with public agencies

Scoping Meeting

The top-ranked consultant shall meet with Town staff and the Town Council to ensure that the consultant has a complete understanding of the project and to refine the scope of services, if necessary.

Cost Proposal

Following the scoping meeting, the top-ranked consultant shall submit a cost proposal to the Town for the completion of the study according to the agreed-upon scope of services. The consultant shall have seven calendar days to submit the cost proposal to the Town. The cost proposal shall include all labor costs, overhead costs, sub-consultant costs, and an itemized list for direct expenses. Final negotiations will commence shortly after receipt of the cost proposal.

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General Information

Consultant shall submit seven copies of their Qualifications/Proposal to the Town. Qualifications/Proposals must be submitted in a sealed envelope in response to this RFQ. Proposals must be received no later than 5pm on _____ at the following address:

Town of Sunset Beach

Attn: Gary Parker, Town Administrator

700 Sunset Blvd, North

Sunset Beach, NC 28468

Selection Time Frame

RFQ Issued	March 6, 2012
Qualifications/Proposal Submittal Deadline	March 25, 2012
Staff Reviews and Ranks Top Three to Five	Mar 26 – Mar 28
Town Council Selection of Firms to Interview	April 17, 2012
Interviews and Selection	May 16, 2012
Negotiations Commence w/ That Firm	about May 17, 2012
Cost Proposal Submitted	7 days later or about May 24, 2012
Council Decision	June 2012